

EXHIBIT A

REGISTRATION UNIT
INTERNAL SECURITY
CRIMINAL DIVISION

TO REGISTRATION STATEMENT

~~Under the~~ Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant

Donald N. Martin d/b/a Donald N. Martin and Company
630 Fifth Avenue, New York, N. Y. 10020

2. Registration No.

1381

3. Name of foreign principal

Belgian National Tourist Office

4. Principal address of foreign principal

Gare Centrale, rue de l'Imperatrice, 1000 Brussels, Belgium

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Department of Tourism

b) Name and title of official with whom registrant deals.

Peter De Maerel, Director, Belgian National Tourist Office, New York, N. Y.

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

TERMINATED

DATE 12-31-79

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal, . . . Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☐


Financed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title	Signature
February 15, 1974	Donald N. Martin d/b/a Donald N. Martin and Company	

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Donald N. Martin d/b/a Donald N. Martin and Company	Belgian National Tourist Office

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
 - ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
 - ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

The promotional campaign for the Belgium's Bonus Days incentive travel program involves the preparation of literature, developing and placing consumer and trade advertising and sales promotion activities.

TERMINATED

DATE 12-31-79

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Activities involve only one facet of Belgium's promotion of travel in the United States, that being Belgium's Bonus Days travel incentive program. These activities include preparation of literature, developing and placing consumer and trade advertising, and related work in connection with promotion of travel from the United States to Belgium under the BBD program.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
February 15, 1974	Donald N. Martin d/b/a Donald N. Martin and Company	Donald N. Martin

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

DONALD N. MARTIN AND COMPANY

ROCKEFELLER

December 4, 1972

RECEIVED
DEPARTMENT OF JUSTICE
FEB 20 10 25 AM '73
REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

Le Commissaire General
Commissariat General au Tourisme
Gare Centrale
B-1000 Brussels, Belgium

Dear Sir:

Our firm is pleased to accept the responsibility for the execution of the special advertising and sales promotion campaign which we have prepared for "Belgium's Bonus Days."

Details of the plan of action, including cost estimates, are given in the document enclosed.

Compensation to our company for creating, producing and placing the advertisements will be the standard 15 per cent commission allowed to agencies by American and Canadian publications. Because our compensation is based solely on commissions from publications and because the creative work and the production of such advertising must be completed in the initial period, it is understood that the Commissariat will guarantee to our firm the amount which would be earned in commissions on the basis of the total amount budgeted for advertising space.

With this understanding, we have undertaken the responsibility for the sales promotion program without a retainer fee. Professional and staff time will be billed as incurred for the various sales promotion projects. The costs of these projects are estimated in the enclosed document, and any variance will be subject to the advance approval of the Director of the Belgian National Tourist Office in New York. A reserve has been established for contingencies which cannot be anticipated. However, we can assure you that the entire campaign can be executed within the budget established by the Commissariat.

We look forward with pleasure to working with the Commissariat on this important promotional action which has been carefully planned to assure maximum positive results.

Sincerely,

Donald N. Martin

Donald N. Martin

DNM/j
Enc.

TERMINATED

DATE 12-31-79

BELGIUM'S BONUS DAYS --

THE DESIGN OF THE SPECIAL PROMOTIONAL CAMPAIGN IN THE U.S.A. AND CANADA

The promotional campaign for the BBD incentive travel program has been carefully planned and timed to produce maximum positive results.

The campaign will be launched at a press conference luncheon for editors of trade and consumer publications and for broadcasters in New York on Tuesday, January 16. A similar press conference luncheon will be held in Montreal to announce the program to Canadian media. Special press kits will be prepared for the American announcement and in French and English for the Canadian announcement.

At the same time, presentations of the BBD incentive program will be made to leading travel agents at cocktail receptions in New York and Montreal. Prior to the official launching campaign, promotional kits, including a consumer brochure, counter display card, BBD button and other materials, will be distributed to travel agencies throughout the United States and Canada and to sales offices of participating airlines.

Intensive consumer advertising is scheduled beginning the day after the press conference in New York and continuing through November. The BBD promotion will be heralded in advance by "teaser" advertisements in The New York Times. Basically, the consumer advertising will utilize travel sections of the most important newspapers of the Eastern and Midwestern markets of the United States and Canada -- New York, Philadelphia, Washington, D.C., Boston, Chicago, Detroit, Toronto and Montreal.

A similar intensive trade advertising campaign is scheduled for all important U.S. and Canadian publications. The BBD promotion will be heralded in advance in the most important North American publication, Travel Weekly, and will continue from January through September.

The advertising program will be supplemented with news and feature articles distributed to trade and consumer publications throughout the United States and Canada. Attention will be given to the major markets for travel to Europe in the Eastern and Midwestern areas of North America, with a publicity tour planned for the Director of the Belgian National Tourist Office in New York. Press and radio/TV interviews will be arranged in major cities. Meetings with travel agents are also planned to stimulate interest in the BBD incentive.

BELGIUM'S BONUS DAYS
ADVERTISING AND SALES PROMOTION

Summary

Advertising

Newspapers	\$143,919.96	
Trade Magazines	38,923.00	
Estimated Production Cost	<u>20,000.00</u>	
		\$202,842.96

Sales Promotion (Estimated Costs)

Consumer Brochure	\$ 13,750.00	
Point-of-Purchase Display Card	8,400.00	
BBD Button	2,650.00	
Print Materials for Promotional Kits and Special Mailings	4,550.00	
Assembling Kits and Special Mailings, Distribution	4,000.00	
Supporting Trade and Consumer Editorial Publicity	9,300.00	
Travel Agent Presentations	7,500.00	
Sweepstakes	<u>2,000.00</u>	
		\$ 52,150.00

Reserve

21,229.26
\$276,222.22

Belgian National Tourist Office

720 FIFTH AVENUE/NEW YORK, NEW YORK 10019/TEL. 212/582-1750

January 11, 1973

Mr. Donald Martin
DONALD N. MARTIN AND COMPANY
630 Fifth Avenue
New York, N. Y. 10020

Dear Mr. Martin:

This will acknowledge that the Belgian National Tourist Office (Commissariat General au Tourisme) confirms the appointment of your firm to create and execute the special advertising and sales promotion campaign of BELGIUM'S BONUS DAYS on the basis outlined in your letter of December 4, 1972 to the Commissaire General.

We understand that in order to ensure the publication of the advertising in accordance with the approved media schedule, payment for advertising space cost will be made in advance of the insertion dates.

Sincerely yours,



Peter A. De Maerel
Director

PDM/an